The Potter's Greenhouse is located just south of Baraboo on U. S. Route 12. Just beyond are the famous Dells of Wisconsin, land of lakes, historic caverns, hills, trees, fish, game, friendly people, excellent resorts and eating places.

62

[1962]

THE POTTERS OF BARABOO, INC.

THE MARK OF GOOD TASTE

BARABOO, WISCONSIN

BARABOO FEB 20 1962 WIS

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WISCONSIN WILD FLOWERS AND FERNS

More and more people are starting a "wild" garden, complete with the many lovely wild flowers and interesting ferns native to Wisconsin. There is a fascination to these wild flowers that once experienced makes the growing of the "cultivated" flowers seem routine by comparison. Being all hardy perennials, once established you have a recurring pleasure each year as you watch them poke their way up at the beginning of spring.

WILD FLOWERS SHIPPED ONLY IN THE MONTH OF APRIL. NO ORDERS SHALL BE ACCEPTED FOR SHIPMENT AFTER THIS TIME.

BANEBERRY, RED EARLY: *Actea rubra.* Tall white flowers in May, red berries in July.

BANEBERRY, WHITE LATE: *Actea alba.* Similar to above. White berries in August.

BLOODROOT: *Sanguinaria canadensis.* Fragile gold and white blossoms in early spring. Height ten inches. Single leaf.

BLUEBELLS, SCOTCH: *Campanula rotundifolia.* Delicate bluebells June 'till fall.

BLUEBELLS, VIRGINIA: *Mertensia virginica.* Cup shaped pink to blue flowers with large floppy leaves. One foot high.

COHOSH, BLUE: *Caulophyllum thalictroides.* Yellow flowers in spring, August, blue berries.

COLUMBINE, WILD: *Aquilegia canadensis.* Red and yellow flowers in late May.

DOGTOOTH VIOLET, WHITE: *Erthronium Albidum.* Long mottled leaf. White 6 petal flower.

DOGTOOTH VIOLET, YELLOW: *Erthronium americanum.* Light yellow; like white dogtooth.

DUTCHMAN'S BREECHES: *Dicentra cucullaria.* Fern like leaves with 4-8 small "breeches."

GENTIAN, BOTTLE: *Gentiana andrewsi.* Late summer flower. Deep blue, glossy leaves. Tall.

HEPATICA: *Hepatica acutiloba.* Small early spring flower. Varying blue to white.

JACK-IN-THE-PULPIT: *Arisaema triphyllum.* Looks like minister popping from pulpit.

JACOB'S LADDER: *Polemonium reptans.* Tall spring flower. Blue bell shaped flowers.

LOBELLIA, BLUE: *Lobelia syphilitica.* Blue spikes in August. About 18 inches high.

LOBELIA, CARDINAL: *Lobelia cardinalis.* Red blooms in late summer. Quite tall.

MARSH MARIGOLD: *Caltha palustris.* Glossy golden blooms in May. Thick edible heart shaped leaf.

PHLOX, WILD BLUE: *Phlox divaricata.* Masses of delicate blue flowers in May.

SHOOTING STAR: *Docecathes media.* Pale pink to lavender inverted petals in clusters.

SQUIRREL CORN: *Dicentra canadensis.* Tiny pink and white flowers. Fern-like leaves.

TRILLIUM, NODDING: *Trillium cernuum.* Graceful white flowers. Spring blooming. 12" high.

TRILLIUM, SHOWY: *Trillium grandiflorum.* White butterfly-like flower. An early spring species.

VIOLET, BIRDSFOOT: *Viola pedata.* Varying shades of lavender. Profuse flowering.

VIOLET, BLUE: *Viola cucullata.* The common deep blue variety. Spreads rapidly.

VIOLET, CONFEDERATE: *Viola cucullata var.* Large white flowers with blue center.

VIOLET, FRECKLED: *Viola cucullata var.* White speckled with blue coloring. Fascinating.

VIOLET, SWEET WHITE: *Viola blanda.* Tiny fragrant white flowers.

WILD FLOWER PRICES

(Varieties may be mixed)

1- 4 plants, 40c ea. 11-20 plants, 30c ea.
5-10 plants, 35c ea. 21-50 plants, 25c ea.
(51-100 plants of ONE variety, 20c each
f.o.b. Baraboo, plus 25c packaging charge)

Orchids and Lilies

LADY SLIPPER, SHOWY: *Cypripedium reginae.* Slipper shaped wild orchid; white flower.

LADY SLIPPER, YELLOW: *Cypripedium plubescens* Same as white only yellow color.

LILY OF THE VALLEY, WHITE: *Convallaria majalis.* Fragrant lovely bloom. Fine ground cover.

ORCHID AND LILY PRICES
(Varieties may be mixed)
1- 4 plants, 60c ea. 11-20 plants, 50c ea.
5-10 plants, 55c ea. 21-50 plants, 45c ea.

GINSENG: hp. Stem is erect, 1 ft. high bearing 3 leaves and has small yellowish flowers and red berries. Used by Chinese for medicinal purpose. Shipped in April. 60c each.

Ferns

EVERGREEN WOODFERN: *Dryopeteris marginalis.* Dark green up to two feet high.

FANCY WOODFERN: *Dryopeteris syinulosa.* Delicate structure with fine leaves.

INTERRUPTED FERN: *Osmunda claytoniana.* A small luxuriant fern light green in color.

LADY FERN: *Athyrium angustum.* A graceful three feet tall fern of great beauty.

MAIDENHAIR FERN: *Adiantum pedatum.* Shining dark stems with delicate fronds. Tall.

OSTRICH FERNS: *Pteretis nodulosa:* Beautiful divided ostrich plume frond. Very tall.

POLYPODY, COMMON: *Polpodium virginianum.* Small evergreen fern. Fills rocky crevices.

WOODSIA, COMMON: *Woodsia obtusa.* Graceful small fern for shaded rocks.

FERN PRICES
(Varieties may be mixed)
1- 4 plants, 40c ea. 11-20 plants, 30c ea.
5-10 plants, 35c ea. 21-50 plants, 25c ea.
(51-100 plants of ONE variety, 20c each
f.o.b. Baraboo, plus 25c packing charge)

SPECIAL OFFER

(Does Not Apply on Packages A, B, C, D)

With each order of $20.00 or more we will include **FREE** one of the following items, your choice. These have a retail value of $1.00 and may be purchased separately should you wish. Indicate preference on order blank.

Item 1. The famous **MOULI MINCER. A** "must" for the housewife who wants to use garden fresh herbs in her cooking. This high grade steel rotary mincer shreds herbs like parsley, mint, chives, garlic, etc. quickly, safely, with no flavor loss. No more old fashioned chopping board with this handy, fast shredder.

Item 2. "Flowers — A Guide to Familiar American Wildflowers," written by two famous members of the U. S. Fish and Wildlife Service. A fascinating 157 page book in natural color describing over 260 wildflowers. The 134 full color paintings were done by one of the country's leading flower artists. Complete geographical and cultural requirements of all flowers explained. This is a corker if you are planning a wild flower garden. $1.00.

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The POTTERS of Baraboo, Inc.

PIONEERS IN GROWING & PACKAGING OF HERBS
SINCE 1935

ROUTE 4 BARABOO, WIS.

HERB PLANTS

Generally speaking Herb Plants are easy to grow. Needing little fertilizer, (rich soil produces a fine looking plant but it has little scent or flavor), they seem to like to struggle against the elements, and in this struggle produce the delicate flavors and scents we enjoy. Unusually resistant to disease and insects. (Pennyroyal is considered to be an excellent mosquito repellent) they make fascinating gardens for the cooking enthusiast, for the person interested in a formal garden, and for those who want a small "fragrance garden."

Interestingly enough, many blind people have fragrant herb gardens. Unable to see, they receive their pleasure from the many interesting scents and flavors of the plants.

We have divided the plant listing into different sections, each with an appropriate heading. It is well to remember, however, that many of these plants have overlapping functions, but we have attempted to make division according to their primary function. We hope this will be helpful to you in making your selection.

In the following, "a" stands for annual, "tp" for tender perennial, "hp" for hardy perennial, "b" for biennial.

GINSENG: hp. Stem is erect, 1 ft. high bearing 3 leaves and has small yellowish flowers and red berries. Used by Chinese for medicinal purpose. Shipped in April. 60c each.

Culinary Herbs

BASIL, SWEET: *Ocimum basilicum.* a. The spicy fragrance blends well as a flavoring for tomatoes and many other dishes.

BORAGE: *Borago officinalis.* a. Coarse plant growing to 2 or 3 ft. Leaves and flowers add cucumber flavor to salads. Blue bell flower.

BURNET: *Pimpinella Saxifraga* hp. Grows from one-half to 1 ft. high. Flowers are a deep crimson. Leaves used in salads. Have cucumber taste.

CHIVES: *Allium schoenoprasum.* hp. Our Chives is gorgeous. Spiky green clumps make wonderful source for onion like flavor.

COMFREY: *Symphytum officinale.* hp. Large green leaf. Makes delicious spinach like dish. A wonderful food.

GARLIC, ORIENTAL: *Allium tuberosum.* hp. A chives-like plant with mild garlic flavor. Wonderful with cream cheese.

LOVAGE: *Levisticum officinalie. hp.* Rich, celery-like in taste and growth. Excellent in soups and salads. Aids pea soup.

MARJORAM, SWEET: *Origanum marjorana.* tp. Widely used to flavor roasts, sauces and stews. Try with cheese. 6" to 8" high.

OREGANO: *Marjorana vulgaris. tp.* A favorite with all Italian foods. A must for pizza. 6" to 8" tall.

PARSLEY, CURLED. tp. Everyone uses it.

ROSEMARY: *Rosmarinus officinalis.* tp. Fine meat seasoner. Blend in butter with parsley to baste roasting chicken.

SAGE: Holts mammoth. hp. Broad leaf variety. Sausage and poultry seasoning.

SAGE: *Salvia officinalis.* tp. Narrower leaf than Holts mammoth. Well known for its seasoning effect in poultry and pork dishes.

WINTER SAVORY: *Satureia montana.* hp. Fine on beans, egg dishes, fish and stews. 7" to 10".

FRENCH SORREL: *Rumex scutatus.* hp. Makes delicious creamed soup. Fine in salads, too.

TARRAGON: *Artemisia dracunculus. hp.* Tasty favorite for fish, salads and vinegar. 1' to 2' tall.

THYME: *Thymus vulgaris.* hp. Low ground hugging leaved plant. Flavors gravies, stews, soups, stuffings.

THYME, FRENCH: hp. Has pointed leaf. Grows more upright than English thyme.

HERB PLANT PRICES (This Page)
(Varieties may be mixed)
1- 6 plants, 50c ea. 13-20 plants, 40c ea.
7-12 plants, 45c ea. 21-50 plants, 35c ea.
(51-100 plants of ONE variety, 30c each
f.o.b. Baraboo, plus 25c packaging charge)
Exception to above
True Lavender cost 85c per plant.

Fragrant Herbs

(Many Used for Flavoring, Too)

APPLEMINT: *Mentha gentilis.* hp. Low spreading mint plant with more fruity flavor than Spearmint.

BERGAMOT MINT: *Mentha citrate.* hp Pleasing fragrance not unlike orange and mint. Used in sweet bags and sachets.

CAMPHOR BALSAM: *Chrysanthemum vulgaris.* hp. Very similar in appearance to Costmary. Has strong camphor smell. 10" to 12" tall.

CATMINT or CATNIP: *Nepeta cataria.* hp. Pungent odor—a love of the feline world. Dry and put in cloth bag for kitty.

COSTMARY: *Tanacetum galsamita.* hp. Old fashioned sweet smelling herb used in sachets, sweet bags, cedar chests. 10" to 12" tall.

CURLY MINT, SPEARMINT: *Mentha spicata crispa.* hp. The south revere this one as an important ingredient in their famous julep.

ENGLISH MINT, SPEARMINT: *Mentha spicata.* hp. Same flavor as above, but straight leaves.

LAVENDER, TRUE: *Lavendula vera.* tp. Delicate lavender scent used in sachets and cosmetics Spiky leaves. tiny purple flower. Very fragrant

LEMON THYME: Green. hp. Low lying lush small leaved plant with delicious lemon scent.

LEMON THYME: Varigated. hp. Same as above only golden varigated leaves. Same lemon fragrance.

MARJORAM, POT: *Origanum vulgare.* hp. Used in medicines, perfumes. Flower heads used to flavor cookery.

PEPPERMINT: *Mentha peperita.* tp. Excellent alone or with lemon verbena as a tea. Pungent.

PENNYROYAL: *Mentha pulegium.* tp. Pungent fresh scent. Fine for tea. Repels mosquitoes. Excellent ground cover.

Herbs for Garden Decorations

GERMANDER: *Teucrium chamaedrys.* hp. Low dark green small leaved plant ideal for low edging when kept trimmed. Purple flower.

HOREHOUND: *Marrubium vulgare.* hp. Grey downy crinkly foliage, very decorative. Used in making candy and cough remedy. Tall growing.

LAVENDER COTTON, GREY: *Santolina incana.* tp. Neat grey foliage ideal for knot garden. Coral-like in appearance. Makes beautiful edging when rotated with green below.

LAVENDER COTTON, GREEN: *Santolina rosmarimifolia.* tp. Similar, only green. A must in formal garden.

PINEAPPLE MINT: *Mentha rotundifolia variegata.* hp. Green leaves flecked with cream color. Young growth has delicious pineapple scent.

RUE: *Ruta graveolens.* hp. Dark green foliage, yellow flavor. Old medicinal herb. Tall growing.

SALVIA, PINEAPPLE: *Salvia rutilans.* tp. Strong pineapple scent. Fine house plant. Red salvia flower.

SOUTHERNWOOD: *Artemisia abrotanum.* hp. Fragrant feathery scented herb used as background. Tall.

SOUTHERNWOOD, DWARF: hp. Similar except low plant. Makes beautiful fragrant low hedge if clipped.

TANSY: *Tanacetum vulgare.* hp. Highly aromatic. Fern-like foliage. Old home remedy for rheumatic or sprained parts. Tall plant.

TANSY, FERN LEAF: *Tanacetum vulgare crispa.* hp. Dark green beautifully cut fern-like leaves.

THYME, WILD: *Thymus serpyllum.* hp. Ground hugging cover. Excellent for rock garden and flagstone planting.

CAT THYME: *Teucrium marum.* Very pungent. Good for border. Grey green small leaf. Blue flower.

WOODRUFF, SWEET: *Asperula odorata.* hp. A white flowered bright green leaf favorite with whorl shape. Fragrant and used for wine.

WORMWOOD, FRINGED. hp. Delicate greyish silk-like fringe leaf. Makes lovely "spot" in garden.

WORMWOOD. ROMAN: *Artemisia pontica.* hp. More delicate than regular wormwood. Germans use for wine.

HERB SEEDS

(Mailed Prepaid)

It is recommended that the plants listed in the first paragraph following be grown from seed rather than buying young plants. You will note most of these are annuals, or should be treated as such. They will mature fast.

Sweet Basil, Lettuce Leaf Basil, Borage, Caraway, Chervil, Coriander, Dill, Florence Fennel, Summer Savory, Sweet Fennel, Skirret, Sunflower, Chives, Oriental Garlic.

The following seed also is available, However, we recommend that plants be bought instead because of slow maturity, unless you can give early start in greenhouse or coldframe — Anise, Angelica, Catnip, Horehound, Parsley, Sweet Marjoram, Thyme, Rue, Sage (*officinalis*), Lovage, True Lavender. All above seeds available at 25c per packet

POTTERS HERB CHART

Seven page chart handsomely mounted on spiral hinge for hanging in kitchen. Coated so it can be cleaned. Carefully indexed for ease of use. Recipes included. A wonderful buy at $1.00.

Scented Geraniums

(Pelargoniums) tp

The scented geraniums (pelargoniums) are fascinating plants that never cease to please flower lovers.

Interestingly scented, and with pretty blossoms as well, they make fine houseplants, or garden plants and thrive in environment of regular geraniums.

APRICOT SCENTED: Fruity apricot scent. Red and white blossoms.

ALMOND SCENTED: Also known as Pretty Polly. Large pink and white blossoms. Deep cut leaf. A beauty.

FERN LEAF: p. *Filicifolium.* Dainty lacy cut leaves with pungent scent. A beauty.

GIANT OAK: p. *Quercifolium.* Large strong growth. Giant leaves like oak. Purple flowers.

LAVENDER NUTMEG: Pleasant nutmeg scent. Lovely lavender flowers. It's a dandy.

LEMON SCENTED: *Crispum latifolium.* Refreshing lemon scent. Crisp green leaves. Interesting. Purple flower.

MINT SCENTED: p. *Tomentosum.* A sprawler with large silky pungent leaves. Very popular.

NUTMEG SCENTED: p. *Fragrans.* Imagine the smell of nutmeg in your garden! Tiny white flowers.

ROSE GERANIUM: p. *Graveolens.* Lavender flowers. pungent rose-like scent. For sachets and jellies.

ROBERS LEMON ROSE: Rose scent modified with lemon. Deeply cut foliage. Pink blossoms.

SKELETON ROSE: p. *Denticultatum.* Sweet rose fragrance. Delicate, almost fern-like leaf. Very pretty. Also known as Dr. Livingston.

WALNUT SCENTED: p. *Quercifolium.* Lavender-pinkish blossoms. Bronze leaf centers. Interesting.

GERANIUM PRICES
(Varieties may be mixed)
1- 6 plants, 50c ea. 13-20 plants, 40c ea.
7-12 plants, 45c ea. 21-50 plants, 35c ea.

SPECIAL INFORMATION FOR HERB GROWERS

We do not have space in catalog to give detailed propagation information on all the plants. However, we do enclose planting and growing instructions with shipments. Or you can write the U. S. Department of Agriculture for Farmers' Bulletin number 1977 which gives excellent information of this type. It is available for 15c a copy. We will be glad to answer your questions also, of course, but the above information will save you much time. When writing for these Department of Agriculture Bulletins please mention The Potters of Baraboo.

When requesting special information relating to herbs please enclose questionnaire and self addressed stamped envelope to help expedite our work at this busy time.

POTTER'S FAMOUS HERB MIXTURES FOR CULINARY PURPOSES

Herbs for Meat

Herbs for Poultry

Herbs for Salad

Herbs for Tomatoes

Omelet Herbs

35c Jar

Must be ordered separately from plants
50c postage on orders under $6.00

SHIPPING INFORMATION AND TERMS

Shipments are made as soon as weather permits (usually first of April to southern climates). Please report unsatisfactory plants within 10 days. These will be replaced at our expense. **On orders $10.00 and under** enclose 50c for postage and handling. On all orders above $10.00 add 5% of amount of order. Please note on order the desired date of shipment and if substitutions may be made.

Minimum order of $2.00 required

We cannot be expected to replace plants harmed by rough postal handling or delay in postal terminal inspection.

All plants are certified healthy and disease free by the Wisconsin Department of Agriculture. We believe they are the finest obtainable for any price.

All plants are carefully packed and with ordinary handling should reach destination in good condition. However- if special handling by parcel post is desired please enclose money with order.

No shipments after June because of weather conditions

The POTTERS of Baraboo, Inc.

PIONEERS IN GROWING & PACKAGING OF HERBS
SINCE 1935

ROUTE 4 BARABOO, WIS.

SPECIAL "PACKAGE" SELECTIONS

To assist newcomers to the pleasure of herb growing we offer special "package" selections, each for a specific use.

"A"—Kitchen Garden. Ten selected Culinary herbs for your cooking pleasure. Thrill friends with flavorfully seasoned salads, stews, and other dishes. Package includes one plant each of Oriental Garlic, Marjoram, Oregano, Sage, Basil, Parsley, Spearmint, Chives, Thyme and Tarragon. Also four packets seeds of Fennel, Chervil, Dill and Rosemary. Completing this **Kitchen Garden** is the Mouli Mincer and the famous Potter Herb Chart, with complete instructions for herb use, carefully indexed, with receipes. Complete package only $7.25.

"GATHERING FRAGRANT HERBS"

"B"—Scented Garden. The spicy scents of nutmeg, lemon, rose, lime, pineapple and many others will thrill you in this garden. Dried leaves can be used for sweet bags, sachets, etc. Following plants included: Bergamot Mint, Southernwood, Lemon Thyme, Costmary, Rose Geranium, Nutmeg Geranium, Peppermint, Pot Marjoram and Spearmint $4.00.

"HERBS IN THE KITCHEN"

"C"—Wildflower Selection. For your wooded or shaded areas we offer the following fern and wildflower selection at reduced cost: Showy Trillium (3), Virginia Bluebells (3), Freckled Violets (3), Bloodroot (3), Evergreen Woodfern (2), Interrupted Fern (2). Maidenhair Fern (2), Yellow Ladyslipper (2); a total of 20 plants plus book "A Guide to Familiar American Wildflowers" (described in detail below to right). A value for $8.75.

"D"—Rock Garden Selection. A group of plants very nice for your rock garden. Common Polypody Fern (3), Common Woodsia Fern (3), Pennyroyal Herb (2), Wild Thyme (2), Green Lemon Thyme (2), Roman Wormwood (2), Germander (2), Tansy (3), Silver Mint (3), Pot Marjoram (2), Pineapple Mint (1). Total of 25 plants, only $8.25.

(Detailed description of above plants listed elsewhere)